BRANDING AND REALITY: TWO FACES OF THE CITY

CASE OF ESSAOUIRA 2008-2018

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ABSTRACT

The subject we are going to discuss in this article is about double face Touristic Cities, one strongly branded and the other discovered on the spot by visitors.

Indeed, in these cities, most of the effort of territorial actors is directed towards the attractive parts of the territory to the detriment of others. These interventions, which have no impact on spatial imbalances and disparities, sometimes only accentuate inequality in space.

That being said, we want to contribute to evolve the notion of upgrading tourist cities through a process of reconsideration and integration of all parts of the city, by questioning the districts in difficulty in a concern for equity.

KEYWORDS: *Two- Speedscity, Tourism, Imbalance, Two Faces, Disparities & Upgrade*

Original Article

INTRODUCTION

Every city has features that make it specific. Whether by its geographical location, its own vocation, its economic potential or its natural assets, which endows it with its own vocation; among the **specificities of** the cities, we were interested in the tourist activity. The city remains a place of living, whether for its own inhabitants or for those who come to exploit specific activity such as tourism. So, it is necessary to consider the local environment in any intervention, even if it is a tourist town in the first degree; because the latter is strongly involved in improving the city image.

Actually, Tourism is a great asset for cities as it gives the ability to create employment, increase company's revenue, and through its social role, it makes possible to consolidate jobs and rural activities by providing the cities inhabitant with equipment and new activities. In addition to that, tourism provides a huge part in promoting territories and new places to the outside world. Despite the positive effects of tourism on space, it also has negative ones which don't affect the importance of tourism interest that provides to the city, however the awareness of these impacts will allow the improvement of what tourism offers and subsequently the improvement of tourism performance.

In this context, the subject we are going to discuss in this article is about double face Touristic Cities, one strongly branded and the other discovered on the spot by visitors. Assuming that each of these theorist citieshas specificities and natural potentialities or monuments of historical legacies, which are mostly concentrated in a part of the city and well delimited in space, we would like to emphasize on the positive effect of these tourist activity prospects, and also, their opposite effects on the other components of the city.

In fact, most of the effort of the territorial actors goes towards the attractive parts of the territory of the city to the detriment of the others. Most of the upgrading, urban projects, rehabilitation, backup etc., are focused on these territorial entities in order to accentuate and maintain the image of the city that revolves around this fascinating area of the tourist city. Nevertheless, the development of tourism should not be at the cost of local development.

Considering any city, even that with a tourist vocation, as a system whose first role is the creation of a pleasant living environment for its own inhabitants, being by definition an urban unit in which most human activities are concentrated: habitat It should be taken into consideration in order to limit socio-spatial disparities and their different expressions, which will only destroy any effort to enhance tourism activity, trade, education, politics, industry, sport and culture.

The living environment in a tourist town has direct connection with its brand image, since it is a cultural mirror for its visitors. So the improvement of the latter will increase the urban potential of tourist reception in terms of public spaces, green spaces, the quality of networks, traffic in the city, and it will also express the true identity of the local population away from all expressions due to the lack of spatial and social equity. Having said that, the quality of life of the population is reflected in their behaviour with tourists, which allows either to maintain and encourage them to return or to push them to leave. The city continues to grow, because the urban space constantly maintains changes and development that ensure its sustainability.

These changes are not necessarily balanced in the city. And over time, the consequences of these evolutions appear in the urban fabric through several aspects, spatial, social and economic one. In this way, non-controlled spreads of the city are brought about, which modifies the initial radiation of the equipment without providing any adaptation efforts, making it possible to integrate all the tissues of the urban agglomeration.

The concept of upgrading in a tourist city is repeatedly misunderstood and limited only to the upgrading of hostelries and host sites. Through this communication, we aim to discuss this concept, considering it first as a living place, before being a tourist, which requires to meet its local population need. This will improve the upgrading image, since it allows the amelioration of living environment that it offers, as well as its brand image, and subsequently the promotion of the tourism offer and the performance of this activity. This advance is possible by making more city equipment including infrastructure and superstructures as well as providing it with education, health, and administration tools etc.

Although a tourist is directly in contact with tourist structures, hotels, leisure facilities, etc., it does not escape the malfunctions that affect public spaces, traffic, transport, housing, equipment, and income generating activities etc.

Indeed, we believe that the apprehension and the resolution of the difficulties of a city, whatever its vocation, requires a very broad and global vision of the urban reality.

It is possible to classify the different types of tourism, to their activities, their preferences, but also their customs, mass tourism, cultural tourism, sports, health tourism, business tourism, etc. And despite their different aspects, these types

of tourism can be combined with each other, an example of business tourism that often induces cultural tourism, which accommodates recreational tourism, and in turn can be associated with sports tourism.

The presence of tourism manifests itself through several structures and superstructures of tourist complementarity, this subject will be discussed in the following chapter.

Tourist structures and superstructures of tourist complementarity are essential determinants for the exhibition of the tourist phenomenon in a certain place. These superstructure and infrastructure equipment play a role in the development of the tourist environment, whether economic, spatial, or social, and it also contributes to shape the configuration of the urban space through these impacts on the socio-spatial space.

TOURISM AND DISPARITIES

Tourism is a social phenomenon and a source of economic development, but it might be also at the origin of pressures that can have an important effect on the environment and the social equilibrium, especially if regulatory policies are not implemented.

Tourism / Economy

Tourism is both a powerful agent of economic promotion, and a social and cultural phenomenon that presents considerable challenges to the environment in which it is established. It revives some economic sectors, since it participates in the recovery of real estate activity, 'pensioners, city-dwellers, foreigners seduced by their holidays in certain regions where they decide to settle'. Thereafter, it revives the activity of building professionals. It also participates in quality local craft development as well as in business maintenance-small and large business. Especially since it participates in the development of an associative fabric (culture and animation). Indeed, an entire economy and a quality of life base of this tourism development. In 1982 MICHAUD. J-L pointed out that by the object nature, tourism applies to places that meet the various expectations of customers, which in their turn are formalized and codified by the intermediaries who will look for, select and package the "product".

However, the greater the number of applicants, the more capacity needs to be increased. Such an increase requires the concentration up to the threshold of saturation and multiplication by the invention of new products, which has the consequence of negative effects on the urban development.

Tourism / Culture

Tourism is a powerful factor in cultural exchange, and of unprecedented scale that represents a real asset for development and cultural enhancement.

It is becoming more diversified and offers more and more cultural products, whether by visiting monumentsor discovering peoples' habits and lifestyles.

Several studies noticed that the interest of the cultural impact is manifested in the contribution of the tourist activity in the restoration of the heritage and the conservation of the traditions, and the offer of real advantages for the visitors and the visited people. But unbridled and poorly managed tourism can produce the opposite effect, because by being excessive, it ends up degrading the culture. The latter may lose all appeal to tourists, and distorts the sites and thus destroy the cultural heritage that must be passed on to future generations. In this case, we can talk about "touristification"

heritage. Whereas the latter refers to the idea of preserving material for the present and passing on to future generations.

Tourism / Urban Space, Environment

Nowadays, thanks to tourism, a new urbanization has started to come into sight and to generates profound changes on the urban space, starting from the reconstruction of the town centers, with the re-conquest of the fronts of water and until the realization of new districts or new cities.

The tourist activity promotes several projects in the city where it is revealed. This is because the question of the convergence between the tourist development and the environment arises, and the projects that reconfigure the space exposes. It involves restructuring, rehabilitating, restoring, servicing, building, opening up, urbanizing, re-urbanizing, transforming the landscape or preserving it.

Indeed, tourism has made it possible to develop urban, mountainous or coastal areas and the opening up of certain areas of the territory has been ensured.

Nevertheless, the tourist urbanization march advances, sometimes with spectacular interventions leading to disfiguring the landscape and its communication with the environment.

Bouthillier, A. Y. (2013), pointed out that the main improvements to be made to tourism are found in the environmental dimension since the scores obtained for this sphere are negative for each of the tourist activities. With this in mind, reducing negative environmental impacts would make activities more respectful of the concept of sustainable development.

TWO-SPEED DEVELOPMENT ASPECTS

By two-tier city, we mean any city where economic, social, cultural and spatial development is not distributed in a more or less balanced way throughout the territory occupied by it.

This imbalance is manifested at the spatial level by the existence of a large number of different equipment, the difference in the quality of buildings and infrastructure in some neighbourhoods to the detriment of others. At the social level by disparities and social segregations. And at the economic level, by concentrating activities and promoting work in one neighbourhood and poverty in others.

The new tropisms of the activities, the new economic logic of the actors, the new types of metropolisation, and the new ways of life, are set up through new spatial forms: the polarization, and the networking thus implying a fragmentation by the networks.

In two-tier cities, there are phenomena of social and economic disparities that are reflected in events such as urban violence...

The socio-spatial and economic disparities in cities are an increasingly intense and complex phenomenon. In a part of neighbourhoods in some cities, these social dysfunctions are particularly strong. They are explained in terms of physical or cultural distance, under-equipment, inequalities of access to public services, degradation of buildings and housing, integration population difficulties from immigration etc.

Social Inequalities

The increase in social inequalities, quick enrichment of the richest margin and impoverishment of the poorest margin, is reflected in the urban space, which further complicates remedies for this phenomenon.

Fragmentation of the Service

One of the expressions in the area of social inequality, which we have found important to mention, is the fragmentation of service between neighbourhoods in a city.

First, it is essential to distinguish between differentiation and fragmentation of service: The fact that the service provided according to particular characteristics of a space, a group or a category of households is differentiated, this will not necessarily decrease or have a socio-spatial solidarities break.

Thus, the distinction between differentiation and service fragmentation refers to the issue of unequal access to the service in question.

In 2002, Olivier COUTARD, Project Manager Urban Fragmentation, and Networks: North-South Cross-Project Views ATIP CNRS project pointed out that the fragmented organization of the service makes it more difficult to implement or preserve forms of solidarity between portions of spaces, between social groups, and more generally between users.

Urban Violence

In some districts, social-spatial disparities are fighting to ensure the connection of the latter to the common march of society. In others, these disparities are resented by people who feel abandoned, despised, and victims of discrimination. The expression of the malaise of some young people, their revolt and their identity tearing, sometimes targets the public services and their staff, generating a feeling of insecurity locally. as a result of the rupture between the institutions and a part of the population, marked by, on one hand, urban violence, and on the one hand, by institutional violence or the violence of the other's right.

Socio-Economic Disparities

The notion of urban fragmentation, as we use it in this chapter, refers to the disintegration factors of socio-economic interdependencies and the tendencies to dissociate between social groups or between their living spaces. This notion is opposed in the first analysis to that of integration, social and territorial urban, which contrariwise focus on all the links of solidarity, interdependence contributing to the unitary functioning of cities and, consequently, to makes the city "make society".

Better than the terms segregation or segmentation, which denote functional divisions compatible with a high degree of economic integration, the notion of fragmentation makes it possible to account for dislocation and atomization processes.

The notion of fragmentation focuses on the relationships between portions of space: the more we will highlight the weakness of political, fiscal, functional, social links etc. between portions of the space considered, the more we will be justified in talking about fragmentation.

CASE OF ESSAOUIRA

The Context

The city of Essaouira has received renewed attention in recent years and a revival of various socio-economic sectors, renewal of environmental management and cultural activities animation. In fact, many of the city's projects have started to be well received. And all the work of revitalizing civil society is being done as well. Essaouira is a very popular destination in the world, through these important projects of tourist area that are in progress, and its UNESCO heritage since 2001, as well as through its many festivals: Gnaouas and World Music, Alizés, Atlantic Andalusians, Young talents Gnaouis. Essaouira is also ranked 6th most beautiful beach in the world by the El Mundo magazine. His winter sports, the shooting of great films with world-famous directors such as Ridley Scott and Oliver Stone make Essaouira one of the most beautiful cities in the world. The RAM returned to Essaouira from 2004 by weekly flights. This makes it an important destination to pay attention to.

Cities are constantly changing their spatial configuration due to several effects. They experience various evolutions and are subject to forces that push them to grow. Demographic development and the densification of the city center are among other effects of the spread of cities over time. The change in the urban configuration, through the evolution of the city, causes this latter to suffer from several dysfunctions, places might evolve negatively compared to others, which leads to an imbalance of growth. Under the shadow of these findings, an analytical study spanning the last ten years, from 2007 to 2017 in the city of Essaouira has been developed to understand and deepen the problem. Two-tier cities suffer from difficulties related to under-equipment problems in certain neighbourhoods, especially leisure and youth activities, poor road network, lack of public spaces and green spaces. These weaknesses have impacts on the socio-economic life of the inhabitants of the city.

Tourism Structures in Essaouira

Essaouira by its geographical location, its characteristics, and its potentialities remains a city where all tourist segments can co-exist, seaside, cultural, rural, and conference tourism, thalassotherapy, water sports, golf; and business tourism as well.:

On the Layout Plan: Tourism is a sector that is subject to special regulations:

Areas subject to specific regulations consist of areas with fragile ecosystems that require preservation including dunes. They are intended to receive tourist amenities.

Three sectors are concerned:

- S1 sector for tourism and hotel activities. Facilities directly accompanying tourism are the only ones allowed: as hotels and restaurants, sports and leisure facilities, holiday camps, campsites, and classified caravans.

- Sector S2 for the tourist unit "MOGADOR"

- S3 sector for holiday accommodation but not included in our analysis area.

On the Inventory: Almost all the city's tourist facilities are grouped together in the western part of the city around the Medina, as well as on the seafront. This makes this part the most important center of the city. However, this situation is followed by problems of imbalance due to, first, a congestion of traffic, parking and overexploitation of this

part, which compromises in a way its durability, and second, the under-equipment from the eastern part of the city.

The Perimeter of Investigations

The principal aim of the research conducted on the inventory of the city is to raise theaspects of spatial imbalance which are translated automatically on the socio-economic life of the population of the city.

This will promote the orientation of the issues of the upgrade in the project phase because the dysfunctions exposed will be represented by the arguments of choice of means of the upgrade to Essaouira, as well as the scale of intervention.

The urban perimeter of the city of Essaouira to which our investigations are concerned is defined as follows:

- East by the green belt;

- West by the Atlantic Ocean;

- In the south, the limit is not precise.

- North by the sand dunes of Safi beach.

Figure 1: Delimitation and Extension Constraints of the City of Essaouira

Context: Spatial Extension Constraints

The main problem of the city lies in the configuration of its site which presents restrictions to its expansion. The city is enclosed in a triangular enclave bounded by the sea to the west, the dunes to the east and the OuedKsob to the south, and thus does not have urbanizable land within the development perimeter.

For example, the "Lagoon" housing estate was built on an area of lagoons that previously had a certain ecological interest and that the subdivision of the "dunes" was also set up on a dune site, which constitutes a threat to housing.

Other technical constraints concern sanitation and water supply. In fact, the very slight gradient of the slopes (because the city is located almost at sea level, the maximum altitude not exceeding 5 m) generates sanitation difficulties. Moreover, the problem of water is to be taken into consideration in any perspective of urban extension, because the current

supply capacities are insufficient and must be increased.

Finally, beyond these natural constraints, another legal one must be mentioned in connection with the land status of the outlying areas of the city. All possible extension areas of the urbanization are located on the forest estate over which the Water and Forestry Administration exercises close control, and whose inalienability can only be severed following a distraction procedure for public utility purposes.

Figure 2: Entrances to the City of Essaouira

The city of Essaouira has two entrances, one to the south, coming from the city of Marrakech or that of Agadir and a second to the north from the city of Safi. A southern entrance to the city is a stone building, built in the 70s, a giant reproduction built by a reinforced cement concrete on the initials of "Barakat Mohammed", which was engraved by the founding sultan of the city, on the main monuments and sites of the city. This South entry has not benefited from a treatment that marks the entrance to the city, indeed we have noticed the lack of any element of landmark announcing the arrival to the city. The second north of the city, coming from Safi; is practically unusable, first, it is always in progress, and second because there is a split that blocks the path of entry.

Thus, the unique entrance of the city located in the South is the first cause of the spatial imbalance.

Essaouira, Two- Speeds City

Figure 3: Location of Tourist Equipment in Essaouira / 2008

Figure 4: Location of Service Equipment in Essaouira /2008

Figure 5: Location of Sport and Leisure Equipment in Essaouira /2008

Figure 6: Location of Administrative and Teaching Facilities in Essaouira / 2008

Figure 7: Map Summarizing the Location of Equipment in Essaouira

Figure 8: Photos of Essaouira Taken in 2008

Several conclusions are drawn from the analysis of the city of Essaouira, either by the data of the plan of development or by those real ones in the field, they can be summarized as follows:

Zoning: Habitat types are not well distributed in the city, as the economic habitat fills about half of the territory and extends over most of the eastern part of Al Aqaba Avenue. In regards to the road network: the state of the roads is deteriorating in several districts of the city, especially those located in the eastern part of Al Aqaba avenue, most of the time, this is due, to work related to networks sanitation, which is also in very poor condition in this part of the city.

In regard to equipment: they are gathered in the western part of Al Aqaba Avenue, except for education equipment, which also exists in the eastern part, but in a relatively small number. Thus the eastern part can be considered in a state of under-equipment; the city is also under-equipped in terms of leisure facilities for young people, as well as for equipment of general interest. In regard to tourist structures: for tourist structures, as well as for the services that co-occur them, they are grouped along the seafront overlooking the beach of Essaouira, as well as inside the Medina, per contra, on the waterfront of the northwestern part of the city, and next to the beach of Safi, they are totally nonexistent.

As a result of this situation of imbalance, an overview of the efforts of local actors is crucial and will help to know the ambitions of stakeholders in the territory.

Certainly, several studies and also concrete interventions are in progress by the urban planning services in partnership with the local authorities.

Advancement of the Al Aqaba main boulevard, upgrading of the Medina, landscaping of the cornice, architectural and landscaping charter of the Medina, rehabilitation of the Mellah district, or green belt development project, all are relevant studies that enhance the quality of the city, however they were addressed to identified parties already engaged in a process of development.

This double facet of the city has not been changed. This doubled face city is illustrated for us by the industrial district, under-equipped space, without any living place, in the form of wasteland, degraded landscape, roads in the state of the tracks.

Indeed, since 2008, from the beginning of our investigations on this place, this situation of the deficit is still present, despite the existence of entities under the Ministry of Housing and Urban Planning, the Urban Agency Essaouira created in 2007.

Figure 9: Location and Consistency of the Industrial District of Essaouira

Hidden Face of the City: Industrial (Waste) District

State of the District

Figure 10: Photos of the Industrial District in Essaouira Taken in 2008
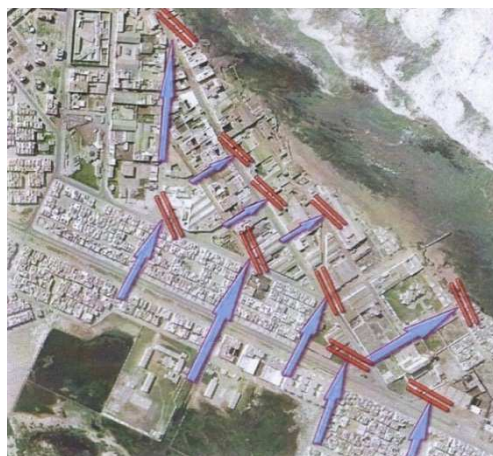
Roads

Figure 11: Map of Visual Breaks at Essaouira Industrial District

Unlike many areas of the city where the roads form the axes of visual breakthroughs on the sea, the woof of the district, itself in the form of tracks in very bad condition, leading to visual luck and barriers preventing any view of the sea.

Who can imagine that Essaouira, the city of winds, turns its back on the sea?! Throw of used water into the sea, and containing such a dilapidated and degraded urban landscape?

Zoning

Regarding the urban planning, based the current Development Plan, this area of the city is designed to be a building area. Because of not having any idea what to produce with this entity of the city, it is projected a shade which signifies a specific area of development, in order to wait for a redevelopment project of this district launched in 2011 and which is having limitations because of fragmentation reasons.

A study was conducted in order to create an industrial zone in Douar Laarab, in the urban limit of the city, and to evacuate the district, also failing from the start, resulting from land constraints. Thus, ten years after the first analytical investment in the city, the inventory is still the same in 2018. Squatted industrial wastelands, unbearable odour, outdoor waste, and very advanced degradation, all but the recognized image conveyed by the city.
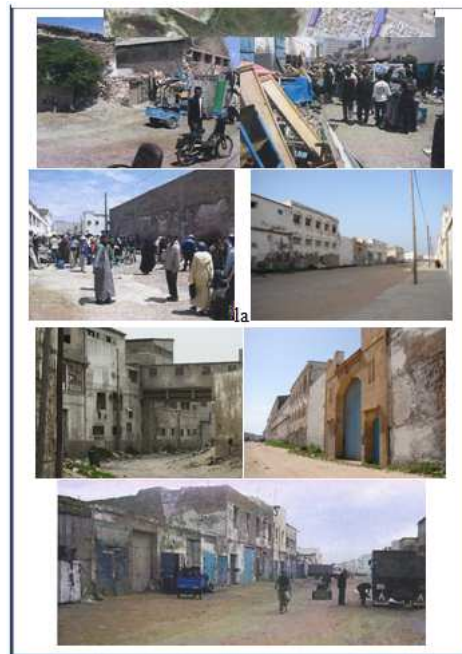

Figure 12: Current Atmospheres ESSAOUIRA Industrial District Photos Taken in 2018

Figure 13: Unknown (Hidden) Maritime Facade of the City of Essaouira

As a conclusion, we would like to help evolve the notion of upgrading tourist cities by a process of reconsideration and integration of all parts of the city, and by questioning the state of neighbourhoods in difficulty in a

concern for equity.

Indeed, we would like to challenge the different interventions of upgrading which are settled to embellish and to duff with the aim to seduce by the image. Leading a proposal of an integrated approach which represents a method of enhancing the city's imbalanced components that cannot be hidden forever.

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